

SALES AS THE COMPONENT OF SUCCESSFUL BUSINESS

It is impossible for any company to function without good sales. But nowadays a lot of entrepreneurs think that the profession of a salesman is rather simple and that is why they don't take into consideration sales as the part of being successful. But it is absolutely wrong. No matter how great the product is and how many millions were spent on marketing any business success, from a local bakery to an international corporation, is based on sales.

The purpose of this paper is to show the main advantages of developing good sales for business. If someone wants to make money through selling, he just needs to follow several steps:

1. Don't forget to qualify: Before you can sell, you have to find someone to sell to. Whether it's someone coming to you or whether you are finding someone to sell to, the first thing you have to do is qualify your potential customer. Through qualifying, you'll get a better understanding of what each customer wants, when he or she wants to buy it and what his or her budget is.

2. Don't be a "yes" man: When a potential customer makes a request, you naturally want to say "yes". And once you say yes a few times, you'll realize that you're walking down a slippery slope because the customer will keep making requests. Each one of those requests will not only cost you money, but it will also let the customer know that he or she can be demanding and walk all over you. When a customer wants what is profitable to you and you can deliver, say yes. If the request is unreasonable, say no. By setting this precedent early on, you'll have happier customers.

3. Good presentation: After you qualify and you know that this person has a need for your product or service, it's now time to move on to what is called the presentation or demonstration. You must present your product in such a way that they see that it's just what they had in mind all along.

4. Don't offer too much information: The more information you offer to people, the more likely they'll be confused. When people are confused, they don't become customers. Learn to get your message out in a quick and concise way as it will be easier to understand. Trying to look smart by using sophisticated language or talking in technical jargon is just dumb.

5. Don't oversell: Similarly, to avoiding offering potential customers too much information, you will be wise to not oversell. If you're too pushy, you'll turn off a lot of people. You have to think of sales like dating. If your product or service is that good, the person you are selling to should feel privileged to use it.

6. Remember the sight of the goal: You don't have people's undivided attention forever. So, make sure you are keeping track of time to get your message across as quickly as possible. If you have spare time after that, you can start chit-chatting about

common interests as that will help build a stronger connection, but you shouldn't do that until you get all of your major points across and have the person on the hook.

7. *Referrals*: After you've satisfied the needs of your client and closed the sale, you have earned the right to your next prospect. It means getting referral business from each and every client. Sales play a key role in the building of loyalty and trust between customer and business. Trust and loyalty are the main reasons why a customer would choose to recommend your company to a friend or family member or write a great review of your product or service online.

Following these steps a salesman can achieve great results and bring higher profit margins.

In conclusion I'd like to add that being able to sale the product well, you'll be able to run business successfully. Sales are the most important aspect for any business. That's where the revenue comes from. You can produce any amount of product with high end technologies but if they are not sold to the consumer the whole investment goes in vain and eventually the companies die off. Hence sales are the most important thing to a company no matter what you are selling product or services.

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Anjelika Lishko, Polina Krotovich
Science tutor *L.V. Bedritskaya*
BSEU (Minsk)

TEAL ORGANIZATION

There are many classifications of organizations, but our attention was hooked by one: colors of organizations. Why? Because something is broken in today's organizations. System has been stretched beyond its limits. So, we want to sort all out. The approach, noted below, is not widely known and we want to give short description of each stage of the classification offered by Frederic Laloux in this book "Reinventing Organization".